

## **CAREER AND TECHNICAL EDUCATION MARKETING PROGRAMS CIP LISTING AND DESCRIPTIONS**

This document lists the Federal Classification of Instructional Program Code number, title, and description and then indicates the Official Marketing Course Title that should be offered when using this CIP code for state vocational reimbursement. School corporations should use the CIP codes for reporting on the Form 30A. However, schools **MUST** use the state-approved course title. CIP codes **ARE NOT** course titles. A certified and properly licensed marketing teacher must teach these courses in order to report them for state vocational funding on the Form 30A.

### **CIP Code: 52.0207 Customer Service Management**

A program that prepares individuals to supervise and monitor customer service performance and manage frontline customer support services, call center/help desks, and customer relations. Includes instruction in customer behavior; specialized information technology and systems management; developing and using customer service databases; user surveys and other feedback mechanisms; strategic and performance planning and communications and marketing skills.

***Official Course Title: Marketing Field Experience (5990)***

### **CIP Code: 52.0701—Entrepreneurship/Entrepreneurial Studies**

A program that generally prepares individuals to perform development, marketing, and management functions associated with owning and operating a business.

***Official Course Title: Entrepreneurship Academy (5966)***

### **CIP Code: 52.0803 Banking and Financial Support Services**

A program that prepares individuals to perform a wide variety of customer services in banks, insurance agencies, savings and loan companies, and related enterprises. Includes instruction in communications and public relations skills, business equipment operation, and technical skills applicable to the methods and operations of specific financial or insurance services.

***Official Course Title: Marketing Field Experience (5990)***

**CIP Code: 52.0904—Hotel/Motel Administration/Management**

A program that prepares individuals to manage operations and facilities that provides lodging services to the traveling public. Includes instruction in hospitality industry principles; supplies purchasing, storage and control; hotel facilities design and planning; hospitality industry law; personnel management and labor relations; financial management; marketing and sales promotion; convention and events management; front desk operations; and applications to specific types of hotels and motel operations.

**Official Course Title: *Hospitality, Travel, and Tourism (5982)***

**CIP Code: 52.0905 Restaurant/Food Services Management**

A program that prepares individuals to plan, manage, and market restaurants, food services in hospitality establishments, food service chains and franchise networks, and restaurant supply operations. Includes instruction in hospitality administration, food services management, wholesale logistics and distribution, franchise operations, business networking, personnel management, culinary arts, business planning and capitalization, food industry operations, marketing retailing, business law and regulations, finance, and professional standards and ethics.

**Official Course Title: *Marketing Field Experience (5990)***

**CIP Code: 52.1401 Marketing/Marketing Management, General**

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

**Official Course Title: *Marketing Management Seminar (5988)***

**CIP Code: 52.1499—Marketing, Other**

Any instructional program in general marketing and marketing research not listed above.

**Official Course Title: *Marketing Advanced (5918)***

### **CIP Code: 52.1801—Sales, Distribution, and Marketing Operations, General**

A program that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services and supervised practical application experiences.

**Official Course Title: *Marketing Foundations (5914)***

### **CIP Code: 52.1803 Retailing and Retail Operations**

A program that prepares individuals to perform operations associated with retail sales in a variety of settings. Includes instruction in over-the-counter and other direct sales operations in business settings, basic bookkeeping principles, customer service, team/staff leadership and supervision, floor management, and applicable technical skills.

**Official Course Title: *Marketing Field Experience (5990)***

### **CIP Code: 52.1804 Selling Skills and Sales Operations**

A program that prepares individuals to possess the skills associated with direct promotion of products and services to potential customers and to function as independent sales representatives and managers. Includes instruction in consumer psychology, image projection, public speaking and interpersonal communications, sales organization and operations, customer relations, professional standards and ethics, and applicable technical skills.

**Official Course Title: *Marketing Field Experience (5990)***

### **CIP Code: 52.1899—General Merchandising, Sales, and Related Marketing Operations, Other**

Any instructional program in merchandising, sales, and related marketing operations not listed above.

**Official Course Title: *Marketing Field Experience (5990)***

### **CIP Code: 52.1902—Fashion Merchandising**

A program that prepares individuals to promote product lines/plans, and organize promotional campaigns, at the host cell level to attract retailer interest, wholesale purchasing, and supply contracts. Includes instruction in wholesaling, wholesale advertising, selling, and customer relations.

**Official Course Title: *Fashion Merchandising (5962)***

**CIP Code: 52.1904 Apparel and Accessories Marketing Operations**

A program that prepares individuals to perform operations connected with the distribution and sale of apparel and accessories. Includes instruction in wholesaling and retailing; apparel technologies; distribution; customer sales and service skills; and principles of consumer research and sales forecasting.

**Official Course Title: *Marketing Field Experience (5990)***

**CIP Code: 52.1905—Tourism and Travel Services Marketing Operations**

A program that prepares individuals to provide direct retail services to hotel and motel clients and customers in a variety of settings. Includes instruction in the principles of hotel/motel operations, customer sales and assistance operations and techniques, telephone operations, and basic office management.

**Official Course Title: *Hospitality, Travel, and Tourism (5982)***

**CIP Code: 52.1910—Hospitality and Recreation Marketing Operations**

A program that prepares individuals to provide marketing services in the hospitality and leisure fields. Includes instruction in hospitality operations, customer sales and assistance operations and techniques, telephone operations, basic office management, retail sports, recreation equipment, food and beverage.

**Official Course Title: *Sports, Recreation, and Entertainment Marketing (5984)***

**CIP Code: 09.0701—Radio and Television**

A program that focuses on the theories, methods, and techniques used to plan, produce, and distribute audio and video programs and messages, and that prepares individuals to function as staff, producers, directors, and managers of radio and television shows and media organizations. Includes instruction in media aesthetics; planning, scheduling, and production; writing and editing; performing and directing; personnel and facilities management; marketing and distribution; media regulations, law, and policy; and principles of broadcast technology

**Official Course Title: *Radio/Television Broadcasting/Telecommunications (5986)***

**CIP Code: 09.0702—Digital Communication and Media/Multimedia**

A program that focuses on the development, use, and regulation of new electronic communication technologies using computer applications and that prepares individuals to functions as developers and managers of digital computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

**Official Course Title: *Radio/Television Broadcasting/Telecommunications (5986)***

## **CIP Code: 09.0903—Advertising**

A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills

### ***Official Course Title: Marketing Field Experience (5990)***

The course title, ***Marketing Field Experience***, may use any of the above 52.000 CIP Codes based on the student's career objective and worksite experience.

If you have questions about which CIP to use for your marketing program, contact Barbara K. Beadle at 317 232-9179 or [bbeadle@doe.state.in.us](mailto:bbeadle@doe.state.in.us).

To qualify for funding, these courses must be taught by a certified, licensed marketing teacher and/or a workplace specialist licensed teacher where it is appropriate. (See below)

The following CIP's qualify for a Workplace Specialist License:

CIP Code: 52.0701—Entrepreneurship/Entrepreneurial Studies

CIP Code: 52.1902—Fashion Merchandising

CIP Code: 52.0904—Hotel/Motel Administration/Management

CIP Code: 52.1905—Tourism and Travel Services Marketing Operations

CIP Code: 09.0701—Radio and Television

CIP Code: 09.0702—Digital Communication and Media/Multimedia

However, a Workplace Specialist license ***is not*** available for Marketing Foundations, Marketing Field Experience, or any other marketing course not listed under the WS section.

If you need clarification or have questions, contact Barbara Beadle at [bbeadle@doe.state.in.us](mailto:bbeadle@doe.state.in.us).